

On the basis of the analysis of all clusters it is possible to draw a conclusion that in the majority, typical representatives of groups are students. It is explained by selection of respondents of poll, as students – the main users of social networks.

The classification of one of groups of stakeholders of the project – potential clients – gave the chance to distinguish from them target group, and also to identify interests and requirements of other groups of potential clients that will allow to steer reasonably this part of interested parties of the project.

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PROGRAM-TARGET APPROACH IN THE DEVELOPMENT OF PHYSICAL CULTURE AND SPORTS

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The analysis of worked out in Ukraine programs of development of physical culture and sports revealed the principal features of the planning procedures and restrictions on its use in modern conditions.

The economic and political transformation that began in the late 80s in Ukraine led to the reorganization of some of the governmental organizations and initiated the formation of others. At the level of local government (as it can be seen in Ukraine) the main burden of the development of physical culture and sports is assigned to the local authorities.

The situation of the late 90-ies in Kharkov in the sphere of physical culture and sport is characterized by the fact that most of the sports facilities, sports and sports organizations (colleges of physical education, sports schools) were passed to the city administration, respectively, and functions, that previously were performed by trade union bodies, were delegated to local authorities of physical culture and sports.

The study has identified a number of fundamental reasons, which, in our opinion, do not allow to implement fully the principles of program-target planning for the strategic development of the sphere of physical culture and sports in the region, including:

1. Changes in the structure and functions of the department of physical culture and sports.

2. Changes in financing mechanisms.

3. Inconsistency between modern requirements and the basic principles on which previously methodology of development of physical culture and sports was based.

4. Change in the model of state management in the sphere of physical culture and sports.

The need for the development of new approaches, methods of prognostication and planning is caused by the change in functions of authorities of physical culture and sports, one of which is the development of "Sport for All". Only local authorities can realize this function, basing on the study of interests and needs of the population, taking into account the real possibilities and the existing sports infrastructure.

While developing appropriate techniques, it's important to select appropriate methods of planning. Some foreign countries widely use marketing to work out a program of development of physical culture and sports. Such research methods as statistics and mathematical and economic are used as marketing tools.

In marketing the main aim of planning is to achieve a specific result using tools and techniques that have practical meaning and application.

Prognostication and planning process end with the program. In this case:

- the direction of the organization work is set, allowing it to understand better the structure of the research process, procedure of consumers studies, services planning, their promotion and marketing, as well as the specifics of pricing;

- clear goals are set to each organizational unit;

- coordination of efforts among the various functional areas is encouraged;

- strategic planning makes the organization to assess its strengths and weaknesses, opportunities and threats;

- plan of the organization determines the alternative actions or combination of actions that it can take;

- the basis for the allocation of resources is provided, which once again proves that the planning based on the principles of marketing, takes into account the maximum number of factors;

- the importance of the application of the procedures evaluation is shown.

On a scale of planning in the field of physical culture and sports, in our opinion, the following types of development programs can be identified as the main:

1. State.

2. Regional (regional).

3. City.

4. Separate the sport.

5. Organization.

We believe that at the upper levels plan of development of physical culture and sports is of a more directive-administrative and regulatory character, formally defining the common target setting, establishing and carrying into effect general program and regulatory and other regulatory provisions and standards. At the regional

level, this planning is less prescriptive. In the framework of local planning the impact of regional authorities and other organisation in the region is even more limited, and the right to determine the development strategy and operation of various industries (including physical education and sport) is assigned to local governments. As local self-government is defined as a form of public administration which can independently and on their own responsibility solve problems of local significance, disregard of the opinion, interests and needs will lead to a distortion of the essence of this concept. Thus, the development of programs based on the marketing approach will meet the requirements and criteria on the basis of which the activities of local governments should be planned.

The most common feature of programs developed in Europe and America is a scrupulous formulation of organizational, resource, and information support programs:

- organizational support establishes a mechanism to monitor the implementation of the program;
- resource support involves the use of financial, material, technical, human and other resources and reserves while the program is being implemented;
- information support includes coverage of the stages of the program, some of its activities, and so on in the media.

Activities of sports organizations has multifunctional character, so sophisticated evaluation criteria is used to evaluate these activities. The basis for the development of criteria of the effectiveness of the sports organizations and its subsidiaries are, on the one hand, the objectives and tasks completed by the organization, and, on the other hand, resources spent on it. A criterion is a tool to identify the extent to which goals and objectives are achieved.

Developing the program, firstly criteria needed to determine the degree of achievement of objectives are set. Criteria for assessment of the organization should be comprehensive and reflect the degree of achievement of goals and objectives to demonstrate the effectiveness of the organization's work on certain types of activity.

Determination of performance criteria of the program should be an integral step in its development, through which you can evaluate the effectiveness of ongoing activities and program document as a whole.

Development and implementation of a range of programs for the development of the sphere of physical culture and sports is one of the conditions for its strategic development.

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